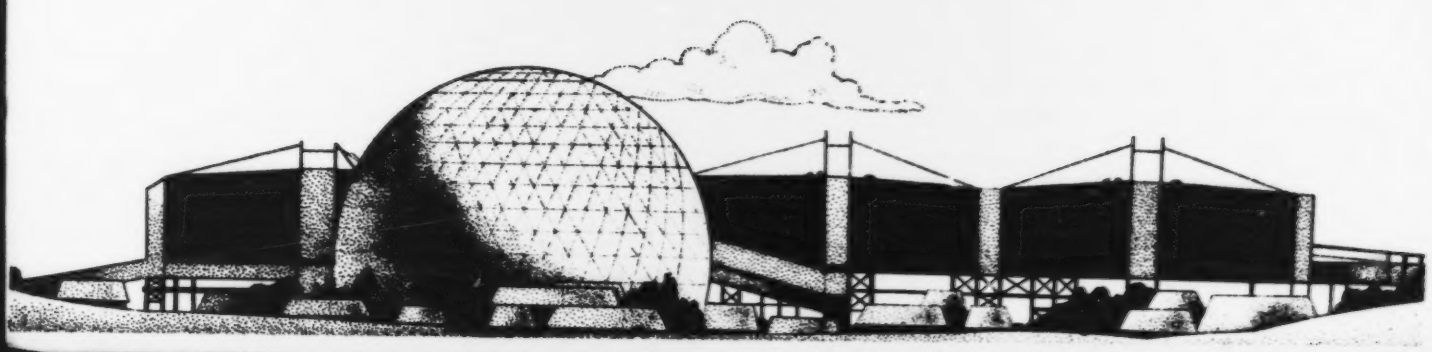
ONTARIO PLACE
ANNUAL REPORT
1981/2



ONTARIO PLACE CORPORATION

Report for fiscal year 1 April 1981 to 31 March 1982

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ONTARIO PLACE CORPORATION

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ONTARIO PLACE CORPORATION

HIGHLIGHTS OF THIS REPORT

Ontario Place maintained a high level of attendance in this its eleventh season. Total attendance for the twelve months was 3,179,581 ... 37% higher than our first season, 1971/72.

Winter Magic, our pre-Christmas and New Year's show, attracted more visitors than ever before and made an appreciable contribution to operating income.

The Ontario Place 70mm Film Festival, held during January, February and March 1982, showed a 32% increase in attendance over previous Festivals, generated useful revenue, and helped maintain public awareness of the Park during the off-season.

The popularity of Forum shows increased still further, with an estimated audience growth of 6.7% over the previous year.

An even greater increase - 57% - was seen at Ontario Bandstand, which features 100% Canadian popular entertainment.

In its first full season the Ontario North Now complex - a sight and sound exploration of Northern Ontario - attracted many visitors and much favourable comment.

During the 1981/82 season, Ontario Place provided direct employment for over 600 students, mainly from Canadian universities. Another 500 plus students were employed in Ontario Place concessions.

Ontario Place was honoured by the official visit of Princess Margaret and her daughter, Lady Sarah Armstrong-Jones, on Wednesday, July 8, 1981.

Improved operating figures for the year made possible a $337,000 reduction in the operating subsidy provided by the Government of Ontario.

PROGRAMMING

Introduction

Ontario Place was created to provide recreation and entertainment for all Ontario citizens. This broad-based appeal is expressed not only in our permanent facilities, but also in our programming of entertainment events. A balanced mix of international stars, established and up-and-coming Canadian artists, and culturally diverse events helps make Ontario Place a regular destination both for visitors to Ontario and for residents of communities throughout the Province.

This programming policy, established at the outset, has proved so successful that each year sees only minor variations to maximize appeal.

The following sections summarize the main events of the 1981/82 season.

Forum

The Forum is Ontario Place's outdoor theatre-in-the-round. Apart from the charm of the setting and the quality of the entertainment provided, a major attraction of all shows at the Forum is that they are free, with admission to the grounds.

For 1981/82, 169 performances were scheduled. Most were evening shows, with matinees on weekends and holidays. Among internationally-known popular entertainers were Dionne Warwick, Glen Campbell, Sarah Vaughan, Sergio Mendes, Muddy Waters, Paul Williams, Ray Charles, Martin Mull, Judy Collins, Tony Bennett, Henny Youngman, Aretha Franklin and Bobby Vinton.

Many established Canadian performers were enthusiastically received at Forum shows, among them the Good Brothers, the Rovers, the Boss Brass, the Nylons, Andre Gagnon, Sylvia Tyson, Salome Bey and Murray McLauchlan.

The Third Ontario Jazz Festival was held in June: Dizzy Gillespie, Oscar Petersen, Carmen McRae, Woody Herman and Ramsay Lewis were among the headliners.

Forum performances, by talent category

Classification	Performances	% of total
Classics	28	17.0
Middle of the Road	27	16.0
Big Bands	6	3.5
Rock	16	9.4
Jazz	17	10.0
Country & Western	14	8.2
Folk	17	10.0
Blues/R & B	18	10.6
Miscellaneous	26	15.3
Total	169	100.0%

Cultural Programming at the Forum

The Toronto Symphony gave 18 concerts during the season. Their opening program included a uniquely spectacular performance of Tschaikowsky's 1812 Overture, with cannons of the Fort York Honour Guard and guns of HMCS Haida.

In addition to TSO Musical Director Andrew Davis, many guest conductors appeared with the orchestra, among them Erich Kunzel, Henry Mancini, Victor Feldbrill and Victor Borge.

The Toronto Symphony also accompanied Karen Kain, Veronica Tennant and Frank Augustyn in a program of popular ballet excerpts.

The National Arts Centre Orchestra from Ottawa gave one concert, and the Hamilton Philharmonic performed twice, in concerts featuring the Canadian Brass and Canadian classical guitarist Liona Boyd.

This year's National Ballet of Canada season was devoted to a very popular production of Swan Lake; it was performed seven times.

Ontario Bandstand

Ontario Bandstand is a showcase for Canadian talent. This year its 53 performances were seen by a total audience of 15,085 ... 57% more than last year.

Entertainers covered the widest possible spectrum, including folk, jazz, middle of the road, rock, pop, and country. The Bandstand is an opportunity for emerging talent to perform for a wider audience, although also included in this year's line-up were a number of better-known performers, including Shirley Eikhard, Ron Nigrini, Louise Lambert, The Climax Jazz Band and Ray Materick.

Cinesphere

From its inception Cinesphere, with its six-storey-high screen and 66-speaker wraparound sound system, has been a major attraction at Ontario Place. During the summer season, approximately 860,000 people saw the latest IMAX movie "Living Planet".

Cinesphere is a key element in our increasingly popular Winter Season.

Theatres

Theatre I is equipped for multi-screen audio-visual presentations. During the 1981/82 season we featured "Toronto the Good", which was enjoyed by 101,696 visitors.

Theatre II is devoted to live children's theatre. During the season, 102,623 children were entertained by clowns, jugglers, singers, puppets and magicians.

Heritage Days

On Heritage Days, special events were organized as a way of recognizing Ontario's diverse cultural heritage. Community-organized events and displays took place in the Forum, Bandstand, Showboat, Pods and Theatres.

Site Entertainment

One of the most enjoyable features of Ontario Place, visitors tell us, is the colourful, ever-changing panorama of entertainment and happenings around them. On the canals this year, 16 Ontario bands took turns performing aboard the Ontario Place Showboat. Throughout the grounds, roving clowns, comic "animals", a wandering children's show, marching bands and bugle corps helped maintain the holiday feeling.

Ontario North Now

Sights and sounds of Northern Ontario are presented in a complex of eight mini-pavilions and one 60 foot geodesic dome. In this, its first full season, Ontario North Now attracted many visitors and much favourable comment. The show presents aspects of life in Northern Ontario - industry, sports, natural resources, culture, native peoples and wildlife.

Winter Program

The Winter Program was conceived to extend public use of Ontario Place facilities into the off-season. It is succeeding in its objectives, with 1981/82 attendance and revenue considerably higher than in previous years.

From November 21 to January 3, "Winter Magic" brought the crowds to Ontario Place for special IMAX movies in Cinesphere and holiday-oriented movies in Theatre I for the children. The Pod I area was transformed, with a giant Christmas tree, old-style store fronts, and a fairy-tale gateway to the Winter Wonderland.

The Children's Theatre provided live entertainment, and for the pre-Christmas season Theatre III was the home of Santa's Village and Workshop, with rides, displays and amusements for children, and a retail Toy Shop.

The Ontario Place animals came out of hibernation, and could be seen skating on the outdoor rink, and entertaining visitors inside the buildings.

From January 6 to April 4 the Cinesphere 70MM Film Festival attracted nearly 100,000 visitors to a series of movies suited to the giant Cinesphere screen and sophisticated sound system.

CONCESSIONS AND REVENUE ATTRACTIONS

During 1981/82, there were 22 food outlets, 7 revenue-producing attractions and 5 retail sales stores operating at Ontario Place. Between them these activities make a substantial contribution to the financial health of the Corporation.

To encourage highest possible standards, we organized seminars for seasonal food service employees on food preparation, handling and personal hygiene.

As part of the 70MM Film Festival, a bar and snack food outlet called "The Last Reel" was established in Pod I.

MARKETING AND PUBLIC RELATIONS

Multi-media advertising, built around the theme "It's All Yours", continued to keep Ontario Place in the public eye as a tourist and entertainment destination, throughout Ontario.

A special campaign in major Toronto newspapers was used to highlight Forum entertainment and special events.

Fourteen and one half million brochures were printed and distributed. Direct mail campaigns continue to achieve excellent results in group sales.

The Public Relations department hosted many important visitors during the year, including a Royal Visit by Princess Margaret and her daughter, Lady Sarah Armstrong-Jones.

We also entertained travel journalists from around the world. During 1981/82 excellent stories on Ontario Place appeared in newspapers in Japan, Germany, England and France, as well as in papers in the United States and Canada.

As a guide to future planning and marketing efforts, a market research program was conducted in July and August, resulting in useful visitor preference information.

PHYSICAL IMPROVEMENTS

A number of improvements to the site and facilities were made during 1981/82, as part of a continuing program to maintain the highest standards of comfort and safety for our visitors. These included new carpeting in Cinesphere, renewed concrete decking on bridge #4, new washrooms in Pod 4 and Theatre II, an update on equipment at Children's Village, and a new gasoline storage building.

These improvements plus other improvements resulted in capital expenditures of $524,301.

PERSONNEL

During 1981/82 the Corporation employed approximately 600 students, and on-site concessions employed an additional 500 students, mainly from Ontario universities, during its summer season.

These seasonal employees, combined with our 70 full-time staff, are equivalent to 400 full-time jobs provided by Ontario Place.

ATTENDANCE 1981/82

Attendance for the fiscal year 1 April 1981 - 31 March 1982

Ontario Place operation

1981 Summer Season (non-CNE period) ...	1,657,637
1981-82 Winter Season	158,744
1981-82 Shoulder Seasons	16,973
Sub-total	1,833,354

CNE/Ontario Place operation

1981 Share of CNE attendance*	1,346,227
Total 1981-82 attendance	3,179,581

* This figure is an estimate: 30% of the published CNE attendance figures. It should be noted that Ontario Place did not attempt to do an official turnstile count of visitors coming from the CNE grounds into Ontario Place.

FINANCIAL SUMMARY

Total operating income increased in 1981/82 by approximately 17% over the previous year. The increase is mainly attributable to:

- higher admission fees (increased from $2.50 to $3.50 in 1981);
- improved food service revenue;
- the success of the Winter Program;
- film rental; and
- higher interest income.

Total administrative and operating expenditures also increased, by about 14%. This increase is the result of:

- higher salaries, wages and employee benefits, caused by cost-of-living increases;
- hiring 15 more students to host "Ontario North Now"; and
- the effect of inflation on costs, across the board.

The overall net operating loss was reduced by about $19,000 and the Province of Ontario subsidy for operating was decreased by $337,000 for the 1981/82 fiscal year.

The grant from the Province for capital expenditures was increased by $115,000 for the same period.

FINANCIAL RESULTS 1981/82
(compared with 1980/81)

	Year ended March 31	
	1982	1981
	$	$
Operating Income:		
Fees - admissions	4,511,365	3,415,663
- revenue attractions	985,473	1,124,132
- parking	848,141	854,399
Concessions	884,170	922,620
Gross profit - boutiques	250,823	248,273
- food services	193,049	147,528
- winter program	215,261	148,878
Marina	278,700	255,194
Film rentals and videotaping fees	121,715	91,575
Interest income	142,741	31,358
Other	34,416	25,989
	8,465,854	7,265,609
Administrative and Operating Expenditures:		
Salaries, wages and employee benefits	4,152,117	3,659,425
Programming and entertainment	1,895,448	1,703,319
Site maintenance and miscellaneous services	950,635	803,859
Advertising	954,368	796,783
Supplies	484,604	454,582
Utilities	412,040	382,432
General and office	334,447	254,482
Security services	271,890	270,052
Films and photography	168,610	133,855
Realty taxes	87,106	68,625
Directors' fees	10,780	12,945
	9,722.045	8,540,359
Net operating loss before grant	(1,256,191)	(1,274,750)
Province of Ontario operating grant	1,021,000	1,358,000
Net operating income (loss)	(235,191)	83,250
Province of Ontario capital grant	519,000	404,000
Less capital expenditures	524,301	(322,932)
	5,301)	81,068
Net income (loss)	(240,492)	164,318
Retained income, beginning of year	457,310	292,992
Retained income, end of year	216,818	457,310